

"Indirect approaches" to the central area (those that do not lead directly to Market Square) do not offer a clear image of downtown as a distinct place. Along Hillsboro, Robeson, Russell and Grove Streets, it is difficult for the motorist to tell when he is actually entering the central area except, perhaps, by the greater intensity of commercial activity along the side of the road. Much of this activity is unattractive and uninteresting, further reducing the possibility of a strong positive impression. The case of Bragg Boulevard is somewhat different. After driving along a monotonous strip of commercial development, the motorist gets a glimpse of the downtown area as he drives around the curve near the intersection of Rowan Street. But this view is quickly lost, and the motorist unfamiliar with the area, does not know where to turn to get into the downtown core until he gets a glimpse of the Market House from the intersection at Hay Street. Some striking visual element at this intersection would better orient the motorist for entry into the CBD core.

In sum, then, the sense of "arrival" at a distinct place is weak from the "indirect approaches" to the CBD, but unusually strong from the "direct approaches." This is largely due to the strong visual terminus provided by the unique location of the Market House.

#### Visual Character within the CBD

Two surveys were undertaken by the Planning Department in the investigation of the visual character of the Central Business District. One sought to identify and objectively evaluate distinctive features within the CBD study area. The other, more subjective in nature, elicited responses about the general appearance of the area.

1) Distinctive features: During the summer of 1962, the Planning Department, with the assistance of several local architects and historians, undertook a survey to identify and evaluate noteworthy buildings and sites within the CBD study area. A list of potentially noteworthy features, initially prepared by the Planning Department, was revised in accordance with the suggestions made by the architects and historians. Each site and building on the revised list was evaluated in the field by the survey team on a prepared survey form designed to be a permanent record.<sup>22</sup>

Several buildings of significant architectural and/or historical value were identified. These are all familiar to residents of Fayetteville: the Market House (1838), Kyle House (1832-40), St. John's Episcopal Church (c.1832), the First Presbyterian Church (1832), MacKethan House (1788-89), and the Woman's Club

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<sup>22</sup> A sample copy of the form used is reproduced in the Appendix.